

**BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY
COURSE OUTLINE**

COURSE NAME: Marketing Research I

COURSE NUMBER: MKTG3309

DATE: September 1994

Prepared by: Wayne Kondruk

Taught to: Second Year

School: Business

School: Business

Program: Marketing

Program: MKTG./OP.MGT.

Date Prepared: August 1994

Option: Sm. Busn./Pro.Sales/Int'l.Trade

Term: 4

Hrs. per Week: 2 Lecture / 2 Lab = 4 hrs.

No. of Weeks: 13

Total Hours: 52

Instructor: Wayne KONDRUK

Office: SE6-304 Local: 6768

Office Hours: as posted on office door, and any other arranged times.

PREREQUISITES: First Year Marketing Program, or its equivalent.

COURSE OBJECTIVES:

Upon successful completion of this course, the student will be able to:

- Outline the basic steps of the marketing research process.
- Describe different methods of conducting background (exploratory) research.
- Identify, locate, and use sources of secondary data.
- Evaluate the basic methods of collecting primary data; mail, telephone, personal, focus groups, and observation.
- Explain several experimental research designs that can be used to verify "cause and effect".
- Develop an effective questionnaire.
- Estimate an appropriate sample size, for a given survey situation.
- Select a sample, using a suitable sampling method.
- Explain the subsequent research steps (to be continued, in the following term) to prepare for fieldwork, data analysis, and final report presentation.

EVALUATION:

Mid-Term Exam	20 %
Final Exam	30%
Assignments	10 %
Written Project	30 %
Labs	10 %

Total 100%

A combination pass (50%) is needed to receive credit for the other marks components of the course.

NOTE: Lab attendance rules from BCIT calendar apply (ie. a maximum of 2 absences from Labs will be allowed).

-- see pg. 7 of BCIT calendar--

REQUIRED TEXT:

MARKETING RESEARCH IN CANADA;
Darmon, Laroch, McGown;
Gage Publishing 1989

REFERENCE TEXTS:

Marketing Research Methodological Foundations. Gilbert A. Churchill Jr.,
Holt Rinehart and Winston, 2nd Edition.
Marketing Research-An Applied Approach. Thomas C. Kinnear, James R.
Taylor, McGraw-Hill Inc.
Marketing Research. David J. Luck, Hugh G. Wales, Donald A. Taylor,
Prentice-Hall Inc., 5th Edition.
Marketing Research. David A. Aaker, George S. Day, Wiley & Sons Inc.
Research for Marketing Decisions. Paul E. Green, Donald S. Tull, Prentice-
Hall Inc., 4th Edition.

COURSE SUMMARY:

This course introduces students to the role and scope of marketing research, as well as to the procedures and applications of marketing research. Lectures are common to all marketing students; labs, however, will focus on applications to the students' projects for their particular option.

COURSE SCHEDULE:**WEEK**

NUMBER:	MATERIAL COVERED:	REFERENCES:
1.	INTRODUCTION - course, instructor, labs, schedule, evaluation.	
2.	OVERVIEW OF MKTG. RESEARCH - marketing research in Canada, users/doers, kinds of marketing research done.	CHP. 1
3.	MKTG. INFORMATION SYSTEM - kinds of studies required, data sources, research process.	CHP. 2
4.	CLARIFYING the MKTG. PROBLEM - scientific method, steps to identify research objectives, how to avoid "non-research".	CHP. 3
5.	RESEARCH DESIGN - alternate designs, qualitative research, focus groups, experiments	CHP. 4
6, 7	SECONDARY DATA - internal and external sources of secondary data, library research, advantages and disadvantages of using secondary data in research	CHP. 5
7	Mid-Term Exam (in-class)	EXAM

8, 9	PRIMARY DATA - sources, types of data sought methods of gathering the data, how to decide which survey method to use, different methods of Observation.	CHP. 6
9, 10	QUESTIONNAIRE DESIGN - steps in designing a questionnaire, characteristics of a good questionnaire.	CHP. 8
11	MEASUREMENT METHODS - types of scales that can be used, and their relative merits.	CHP. 9
12	SAMPLING - methods of selecting a sample, how to determine sample size.	CHP. 10
13	ADMINISTERING THE SURVEY - how to handle interviewer and respondent problems.	CHP. 7
14	REVIEW WEEK (available for questions/review)	
15	FINAL EXAMINATIONS (December 12-16)	

NOTE: This schedule is somewhat *tentative* - holidays, and the actual availability of any "guest lecturers", may prevent a particular lecture from being delivered on the exact week shown above.

IMPORTANT DATES:

29 Sept.	- Submit Names of your Group Members / Project Outline
18 Oct.	- Mid Term Exam (worth 20%)
28 Oct.	- Exploratory Study/Background/Objectives (worth 10%)
15 Nov.	- Questionnaire Completed (worth 10%)
06 Dec.	- Final Written Report (worth 10%)
[] Dec.	- Final Exam (worth 30%)
various	- Assignments throughout the semester (worth 10%)

PROJECT MARKS:

Group members may elect to adjust the project mark for each group member, to reflect the relative contribution of group members. To do this, a majority of group members must agree to it. Then, each member will submit an "adjustment" mark for each of the *other* members of the group. This "adjustment" mark may range anywhere from (-)10 to (+)5 but the net of all marks you assign must be "zero".
